

Subject: READ: CPI Upcoming November Marketing/Social calendar
Date: Wednesday, November 8, 2017 at 1:31:09 PM Pacific Standard Time
From: Ross, Katie
To: #DI GX GSR
CC: #DI GE Management and Team Leads, #DCPI GX Product Services

Hi all,

I wanted to call out some dates for marketing releases:

Overview:

November 3 (live): Sneak Peek: Holiday Party: <https://www.clubpenguinisland.com/2017/11/sneak-peek-holiday-party>
November 10: Sneak Peek: Igloos
November 13: Tour through Headquarters (the Kelowna Studio)
November 15: Poll: Which Igloo item are you adding
November 23: Social post: Bear Sighting (see below for details*)
November 27: Coins for Change Blog post
November 30: 1.8 sizzle and official launch date WOOT WOOT

*** November 23 Facebook/Social post details:**

WARNING! A polar bear has been spotted near Club Penguin Island!

Please follow these safety tips:

Be Aware—Keep an eye on your surroundings. Polar bears are known to travel on land and to fly through the sky with a huge iceberg base.

Make Noise—Be loud so that bears know you're around. Shout things like, "Seriously, Herbert, why can't you let us have a holiday party in peace?" and "Dude, really? REALLY!?"

Get Help—When all else fails, tell Aunt Arctic or Jet Pack Guy that a polar bear is in the area. They have experience with these sorts of things. Remember, polar bears are highly intelligent and are known to create weapons like a giant lightning blaster. Be cautious and stay safe!

As per life, some dates may change, but use this as a guide of why chatter may increase around igloos, Coins for Change and 'mysterious grumpy polar bears bent on destruction' :D

Let me know if you have any questions!

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